

**RECEIVED
CENTRAL FAX CENTER**

JUN 09 2006

LAWSON & WEITZEN, LLP

Attorneys at Law
88 Black Falcon Avenue, Suite 345
Boston, MA 02111
Telephone (617) 439-4990
Telecopier (617) 439-3987

FACSIMILE TRANSMITTAL SHEET

DATE: June 9, 2006
TO: U. S. Patent and Trademark Office
FAX#: (571) 273-8300
FROM: Sonia K. Guterman, Registration Number 44,729

TOTAL PAGES, INCLUDING COVER: 17**RE:** Amendment and Response

U.S. Patent Application Serial No.10/017,377

Title: Micro-Auction on Television for the Selection of Commercials

Filed: December 14, 2001

Inventor: Yassin et al.

COMMENTS:

Attached please find a Response regarding the above application. Please do not hesitate to contact us if you have any questions.



Sonia K. Guterman

Reg. No. 44,729

This transmittal is intended only for the use of the individual or entity to which it is addressed, and may contain information that is privileged, confidential and exempt from disclosure under applicable law. If the reader of this transmittal is not the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please notify us immediately by telephone, and return the original message to us at the above address via U.S. Postal Service. Thank you.

10/017,377
Response to Office Action of March 10, 2006
Via facsimile 571-273-8300
Date of Deposit: June 9, 2006

Attorney Docket Number US 010502

RECEIVED
CENTRAL FAX CENTER

JUN 09 2006

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS: Yassin et al.
SERIAL NUMBER: 10/017,377 EXAMINER: Van Handel, Michael P.
FILING DATE: December 14, 2001 ART UNIT: 2617
TITLE: Micro-Auction on Television for the Selection of Commercials

Mail Stop Amendment
Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

Boston, Massachusetts
June 9, 2006

RESPONSE

This paper is in response to an Office Action mailed March 10, 2006 from the United States Patent and Trademark Office.

As this response is filed on or before June 10, 2006, Applicants believe that no extension fee is due. However please charge any fee that may be due to Deposit Account Number 503344, Ref. No. 30368-021.

Amendments to the specification are found on page 2.

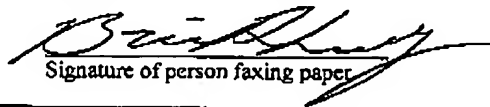
Amendments to the claims are found beginning on page 3.

Remarks begin on page 8.

Certificate of Deposit Under 37 C.F.R. § 1.8

Pursuant to 37 C.F.R. §1.8, I hereby certify that the attached Amendment and Response is being deposited with the United States Patent and Trademark Office via facsimile to 571-273-8300.

Date: June 9, 2006


Signature of person faxing paper